

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting Minutes:
Thursday, August 18, 2016
Lake Park Community Center*

Attendees: Sandy Coughlin, Doug Lucas, Sharon Williams, Brett Medlin

Guests: None

Absent: Kristen Bowman

Call to order & Prayer: Sandy called the meeting to order at 6:40 pm and Brett offered a prayer.

Minutes, Announcements & Finance: The minutes of the July 21 meeting were accepted with one addition: Brett had suggested that a 'lost revenue' estimate be included if the EDC writes a request to the Town Center owners regarding maintenance concerns. 2015-16 budget balance of June 30 was \$0. The 2016-17 budget balance is \$8310 after paying the web developer \$190.

Public Comment: None.

Agenda Change: Added 2 advertising opportunities to New Business (6b)

Council Comment: The August *Lake Park Villager* is now available. September 15 will have a purple theme for Alzheimer's Awareness Day. Council asked that the EDC consider the Porter Ridge sponsorship.

Commissioner Update: Sharon asked if the Charlotte Observer would put a newspaper box at Town Center. She has seen several 'Likes' for facebook news about the new business, Painting the Park, and suggests that the more activity would support the requests that she has heard for a newspaper box being closeby.

After seeing the pedestrian friendly downtown Knoxville, which uses lightpost banners to promote ongoing local events, Sharon asked if HOA or Council could use that method to promote our local events that re-occur seasonally. She showed pictures and will share with Janey Doerner (HOA).

Doug announced that Lucas Lawn & Landscape is opening its first new branch office in Greenville SC September 1. His company has also obtained 11 acres adjacent to the Lake Park headquarters on Faith Church Road for possible future development.

Old Business:

- A. Commercial Enhancements:** Sandy shared a draft letter for the maintenance concerns.
- B. Town Center Leasing Update:** Painting the Park will open Sept 1. Trina Tarlton has been in touch and Sandy added the business to the kiosk list and to the EDC contact sheet. Kristen reported that Streamworks has moved uptown to work with Bank of America.
- C. mylakeparknc.com commercial website:** James Smetana's invoice was dated July 30 so is paid from our 2016-2017 budget. Kristen received input from Sandy and Brett. Doug and Sharon will forward their feedback directly to Kristen by Sept 1 (kristen.m.bowman@gmail.com)
 - a. Sandy related a brief summary of the site status and will forward Kristen's detailed summary this evening. Sandy emailed a request on July 18 asking James to arrange

transfer of the domain name ownership over to the EDC now, and not wait until it expires in 2018.

- b. Kristen's primary objective is to ensure the domain name transfer to the EDC.

D. Decorative Directional Signs:

- a. Ron Oxford's questions were addressed for signs that have blank blades.
 - i. Sign #1 will add: TOWN HALL, LANDSCAPER, and REHAB CENTER to both sides of the sign that now says CHURCH and SCHOOL
 - ii. Signs #2 and #3 will spell Churchill with a 'u', not as Chvrchill. The 'v' is a 5th century alphabet when there was no letter 'u' and 'Chvrchill' was pronounced 'Churchill'.
 - iii. Sign #4 will add to one side:
TOWN HALL, REC CTR-POOL, and 'CLOCKTOWER'.
Sign #4 will add to the other side:
CLOCKTOWER, RESTAURANT, REC CTR-POOL.
 - iv. Sign #5 should be 2-sided. For \$150, the panel will be added to the back.
Sign #6 (The panel in the office) should be restored to the parking lot post.
- b. All the new additions will have direction arrows. Brett asked if a turn or u-turn arrow would be available if necessary. Banner projects completion of Phase 2 in September.

New Business:

- A. Networking Workshop:** October is not viable for an event this year, so in October we will begin plans for a February workshop. Sharon will discuss with the Carlinis.
- B. Networking Certificates:** Commissioners agreed to distribute \$50 reward certificates to the owners on their call lists in September. Sandy will deliver the updated certificates and letters to each of the commissioners by Sept 1 to the commissioners can begin the visits to present and explain the rewards and to ask their views on how the EDC might support their organization, and what topic would be of interest in the February workshop.
 - a. **Call List Changes:** Sandy will update the business list for removal of Streamworks, and record the assignment changes: Brett will exchange Sperry Van Ness with Sharon and add Lake Park Family Practice to his calls. Sharon will add Sperry Van Ness. Sandy will add Central Church and Kristen will be invited to add Painting the Park. Plans for the workshop will begin with the October agenda
- C. Porter Ridge Band Sponsor:** Because Lake Park students are in Porter Ridge school district, and the school is seeking sponsors for ads and to pay for competition prizes, the EDC voted to offer \$200 for the full cover back page illustrating the clocktower and listing the local businesses, churches and schools. If that space is already taken, a \$100 full inside page will substitute. Sandy will respond to Linda Chavez this evening after we adjourn. Sharon suggested that Total Tranquility would be pleased to pay for a competition prize as her clients include several Porter Ridge students.

D. Union County Chamber Map: The cost of participating in a publication for the whole county did not appeal to any of the commissioners. The Village office might find it useful for new residents. The commissioners would all prefer to have a village map instead. This will be added to the September agenda.

Communication:

Email or phone news items to Sandy before September 16 *Villager* deadline. The issue can be on www.lakeparknc.gov and in homes by 9/22.

Next Meetings: Thursday, September 15, 2016 at Community Center/Town Hall.

Agenda Items:

1. Mylakeparknc.com
2. Network Certificate Call Progress
3. Plans for Workshop, Community Map

Thursday, October 27, 2016 at Community Center/Town Hall.

Adjournment: The meeting adjourned at 8:45pm.